

Station	WOOD-TV GRAND RAPIDS, MI.	Agency	() SMART MEDIA GROUP	Rep Firm	
Advertiser	() DETROIT INTL BRIDGE		814 KING STREET - SUITE 200	Sales Office	() PHILADELPHIA
Product	order		ALEXANDRIA, VA 22314	Salesperson	() IAN AMBRON
Estimate#	C08C14	Agency C/P1/P2/E	DIBC/ORDR/C08C14		
Buyer	Sarah Linden	Flight Dates	10/08/2012 - 10/14/2012	Salesperson Phone#	215-567-6005
Phone#		Hiatus Weeks		Salesperson FAX#	215-525-9757
Fax#					

DETROIT INT. BRIDGE CO 2012 SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M	12P-1P	NEWS	:30	\$450.00	10/08-10/08	1	1	1	\$450.00	
Rating: 4.6												
	2	TU	12P-1P	NEWS	:30	\$450.00	10/09-10/09	1	1	1	\$450.00	
Rating: 4.6												
	3	W	12P-1P	NEWS	:30	\$450.00	10/10-10/10	1	1	1	\$450.00	
Rating: 4.6												
	4	TH	12P-1P	NEWS	:30	\$450.00	10/11-10/11	1	1	1	\$450.00	
Rating: 4.6												
	5	F	12P-1P	NEWS	:30	\$450.00	10/12-10/12	1	1	1	\$450.00	
Rating: 4.6												
	6	TU	2P-3P	RACHEL RAY	:30	\$100.00	10/09-10/09	1	1	1	\$100.00	
Rating: 1.2												
	7	W	2P-3P	RACHEL RAY	:30	\$100.00	10/10-10/10	1	1	1	\$100.00	
Rating: 1.2												
	8	TH	2P-3P	RACHEL RAY	:30	\$100.00	10/11-10/11	1	1	1	\$100.00	
Rating: 1.2												
	9	F	2P-3P	RACHEL RAY	:30	\$100.00	10/12-10/12	1	1	1	\$100.00	
Rating: 1.2												
	10	M	3P-4P	DR OZ	:30	\$100.00	10/08-10/08	1	1	1	\$100.00	
Rating: 1.8												

Station WOOD-TV GRAND RAPIDS, MI.

Advertiser () DETROIT INTL BRIDGE

Product order

Estimate# C08C14

Buyer Sarah Linden

Phone#

Fax#

Agency () SMART MEDIA GROUP

814 KING STREET - SUITE 200

ALEXANDRIA, VA 22314

Agency C/P1/P2/E DIBC/ORDR/C08C14

Flight Dates 10/08/2012 - 10/14/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () IAN AMBRON

Salesperson Phone# 215-567-6005

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	65	F	730P-8P	ACCESS HOLLYWD	:30	\$250.00	10/12-10/12	1	1	1	\$250.00	
Rating: 2.3												
	66	F	10P-11P	DATELINE	:30	\$300.00	10/12-10/12	0	0	0	\$0.00	
Rating: 2.4												
	67	SA	8P-11P	DATELINE	:30	\$250.00	10/13-10/13	1	1	1	\$250.00	
Rating: 1.9												
	68	SU	7P-8P	DATELINE	:30	\$700.00	10/14-10/14	0	0	0	\$0.00	
Rating: 11.7												
Buyline Comment: SEE MG ON LINE 70												
	69	SU	8P-9P	HARRY S LAW	:30	\$1,000.00	10/14-10/14	0	0	0	\$0.00	
Rating: 12.2												
Buyline Comment: SEE MG ON LINE 71												
	70	SU	7P-8P	FB NITE IN AMERICA	:30	\$700.00	10/14-10/14	1	1	1	\$700.00	
Rating: 11.7												
Buyline Comment: MG FOR LINE 68 TO REFLECT PRGM CHA												
	71	SU	8P-1130P	SUN NIGHT FOOTBALL	:30	\$1,000.00	10/14-10/14	1	1	1	\$1,000.00	
Rating: 12.2												
Buyline Comment: MG FOR LINE 69 TO REFLECT PRGM CHA												
	72	SA	10P-11P	LAW & ORDER	:30	\$650.00	10/13-10/13	1	1	1	\$650.00	
Rating: 5.9												
	73	W	9P-10P	LAW & ORDER	:30	\$300.00	10/10-10/10	1	1	1	\$300.00	
Rating: 2.4												

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Report Totals: 73 / \$33,225.00

---SALES MONTHLY TOTALS---

Oct 12: 73 / \$33,225.00

Sales Totals: 73 / \$33,225.00

Station Totals: 73 / \$33,225.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$110,750	CATV	0%	WOOD	30%	WOTV	0%	WWMT	30%	WXMI	10%
		WXSP	0%	WZPX	0%	WZZM	30%				

---COMPETITIVE COMMENTS---

SHARES EST

Books NOV11

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE